

## (For reference) Mori Building's New Urban Businesses – Promoting the Development of Creative Japanese Content

### Developing Cities: Town Planning through Urban Redevelopment and Culture

One of the objectives of Mori Building's urban planning initiatives is to promote culture and art. As part of a comprehensive town planning policy that caters to the needs of work, home, as well as culture, we have been taking a proactive role in developing cultural and art-related projects through urban planning that began with Ark Hills (1986), a mixed-use development equipped with concert halls, and culminating in Roppongi Hills (2003), which features various independently operated cultural amenities such as an art museum, organizations that promote continuing education for professionals, and libraries, all designed to boost the appeal of Tokyo as a city.

#### Cities and Contemporary Art



Roppongi Hills (2003)



Shanghai World Financial Center (2008)

#### Cities and Music



Ark Hills (1986)

#### Cities and Fashion



Laforet Harajuku (1978)



Venus Fort (1999)



Omotesando Hills (2006)

#### Cities and Education



Roppongi Academy Hills



Hirakawacho Library

#### Cities and Events

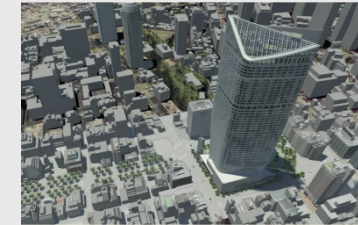


## ①Expertise in developing unique content

Mori Building produces its own unique urban models and virtual images which serve as communication tools, offering panoramic and objective views of the city. These tools help our staff and clients to better understand our projects and how to assess each proposition in a concrete way, thereby exerting a positive effect on actual urban planning and the creation of panoramic views. In this way, we have accumulated a unique body of expertise related to content development. In recent years, we have received an increasing number of external commissions to create these models and virtual images.



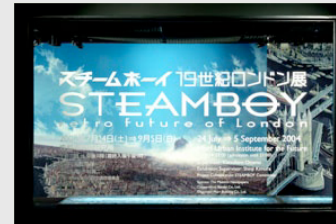
Massive 1:1000 urban model



Virtual image of a redevelopment project (Tokyo Ring Road No. 2 Project)

## ②Network of creators

Through our previous urban content creation projects, we have built up a network of various creators and media art professionals. Unique collaborations with these creators have allowed us to develop exhibitions and organize and manage events based on themes like the city, or animation.



“Steamboy: Retro Future of London” (2004)

This exhibition focused on the 19th century London depicted in Otomo Katsuhiro’s animated film “Steamboy”, conveying the worldview that appears in the movie through the industries, technology, cities and architecture of the time.



Roppongi All-night Culture Festival (2004)

Special pre-release screening of Oshii Mamoru’s animated film “Innocence”, featuring talks by various creators and live sets by DJs.

## ③Tackling new urban businesses and enhancing international competitiveness

Through these networks and content development initiatives, we have not only produced videos and films in collaboration with top creators and organized exhibitions, but also tackled an increasingly wide portfolio of projects, including government commissions and other programs that promote the development of unique Japanese cultural content related to the media arts and pop culture. We look forward to taking on even more challenges in the future that seek to boost the international competitiveness of Tokyo and Japan through new urban businesses that contribute to the development of cities.

Commissions:

- Agency for Cultural Affairs, Media Art Information Hub: Creation of Consortiums (2010, 2011, 2012)
- Agency for Cultural Affairs, Curation and management of Japan Media Arts Festival international exhibitions (2012)
- METI, Project for the Strategic Promotion of ‘Cool Japan’ (2012)



“Tokyo Scanner” (2004)

Video depicting Tokyo from the perspective of an overhead “eye”. Jury selection in the art division at the Japan Media Arts Festival 2003. Produced by Mori Building and directed by Oshii Mamoru.



Promotional video for UIA2011 Tokyo (the 24th World Congress of Architecture) (2005)

Promotional video to attract visitors to Tokyo for the UIA2011 (International Union of Architects). Produced by Mori Building